ABSTRACT OF THE DISCLOSURE

Various embodiments of a mechanism for a client to specify a display service to

5   be used by a service for displaying data for the client in a distributed computing environment are described. A display service on or associated with the device on which the client resides that the client wishes to use to display the results of the service. When the client runs the service, the client may send a message to the service specifying the service advertisement of the client's display service. The service may then generate a

10   message channel that allows it to send messages to the client's display service. Thus, when displaying results, the service invoked by the client becomes a client of the client's display service and sends its results, directly or by reference, for display to that display service.

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